



New Holland AI recognition tool  
IMAGE SOURCE: New Holland Agriculture

## New Holland Introduces AI-Powered Visual Parts Search on mycnhstore at AGRITECHNICA

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- New Holland launches an AI-driven visual parts search feature on its official parts platform, mycnhstore.com, debuting at AGRITECHNICA 2025.
- The tool enables users to identify parts by uploading photos, simplifying and accelerating the purchasing process while minimizing selection mistakes.
- Initially, the system covers 200,000 parts for current tractor models, with plans to include harvesting machinery in 2026.

- The innovation aims to boost customer productivity and enhance the online shopping experience, supported by a multidisciplinary development team.

Groundbreaking technology in the segment uses AI to streamline purchasing and reduce errors in product selection.

At AGRITECHNICA 2025, **New Holland** will unveil an innovative feature on [www.mycnhstore.com](https://www.mycnhstore.com), the brand's official parts e-commerce platform. The new functionality uses **Artificial Intelligence (AI)** and **Machine Learning (ML)** to make parts identification faster and easier than ever before.

With this cutting-edge tool, users can simply **take a photo of a component** and instantly find the corresponding part in the online catalog – streamlining the purchasing process and reducing errors. This first phase of the rollout covers **200,000 parts** for current tractor production models, with plans to expand to **harvesting machines in 2026**.

"Every minute saved in searching for parts translates into greater productivity for our customers," said **Yavuz SIKCA**, Head of **CNH** Parts & Service. "This functionality not only reduces selection errors but also improves the overall online shopping experience and conversion rates."

The feature was developed by a **multidisciplinary CNH Parts & Service team**, combining advanced technology with deep product knowledge to deliver a practical solution for farmers and dealers alike.

Visitors to the **New Holland booth** at AGRITECHNICA will have the chance to **experience the new visual search tool firsthand** on the T5.120 Dual **Command tractor**.

Source: New Holland Agriculture